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Patel joins Rockville Bank as senior VP of virtual banking

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William

Crawford, IV, president and chief executive officer of Rockville Bank and Rockville Financial, Inc. (Rockville Financial or the Company), has hired Donna Patel, a seasoned,

respected and national banking business leader, to take on the bank's newly-created position of senior vice president of virtual banking.

In this leading role, Patel will be responsible for managing Rockville's non-branch delivery channels to provide an enhanced, integrative high-tech customer experience. This includes providing the direction, planning and execution of the virtual banking offerings Rockville Bank wants to deliver to its customers, ensuring anyone who banks with Rockville benefits from a seamless customer experience.

In addition, Patel will be in charge of Rockville Bank's Contact Center - which is now open seven days a week, the website and ATMs with the goal of effectively integrating them with the bank's virtual banking capabilities.

Patel comes to Rockville Bank from Charlotte, North Carolina, where she was senior vice president, online & mobile product executive, at Bank of America. In that role, she directed product strategy for a full suite of digital products for the bank's 30 million digital customers, including online banking, online bill pay, transfers, online wires, online document suppression and alerts. She also developed a digital customer service strategy to support Bank of America's goal of becoming number one in customer service by 2014.

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